

## **Store Cards in Brazil**

Market Direction | 2023-11-20 | 20 pages | Euromonitor

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### **Report description:**

One notable historical factor contributing to the popularity of store cards in Brazil is the ease of acquisition. Typically, consumers can swiftly register for a store card in-store, a process often completed in five minutes or less. This frictionless onboarding, combined with discount incentives and convenient payment options such as monthly instalments, positions store cards as an accessible and cost-effective means for funding essential purchases such as groceries and apparel. Nevertheless, t...

Euromonitor International's Store Card Transactions in Brazil report establishes the size and structure of the market for ATMs cards, smart cards, credit cards, debit cards, charge cards, pre-paid cards and store cards. It looks at key players in the market (issuers and operators), number of cards in circulation, numbers transactions and value of transactions. It offers strategic analysis of sector forecasts and trends to watch.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Store Card Transactions market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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### **Table of Contents:**

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List Of Contents And Tables

STORE CARDS IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Streamlined registration enhances adoption, yet raises concerns

Low default rates reinforce store card utility

Biometrics-enabled payments to enhance the customer experience with co-branded credit cards that gain share from store cards

PROSPECTS AND OPPORTUNITIES

Data-driven adaptations to bolster portfolios

Ongoing strong competition likely from co-branded personal credit cards

Expanding financial offerings for deeper brand engagement

CATEGORY DATA

Table 1 Store Cards: Number of Cards in Circulation 2018-2023

Table 2 Store Cards Transactions 2018-2023

Table 3 Store Cards in Circulation: % Growth 2018-2023

Table 4 Store Cards Transactions: % Growth 2018-2023

Table 5 Store Cards: Number of Cards by Issuer 2018-2022

Table 6 Store Cards: Payment Transaction Value by Issuer 2018-2022

Table 7 Forecast Store Cards: Number of Cards in Circulation 2023-2028

Table 8 Forecast Store Cards Transactions 2023-2028

Table 9 Forecast Store Cards in Circulation: % Growth 2023-2028

Table 10 □Forecast Store Cards Transactions: % Growth 2023-2028

FINANCIAL CARDS AND PAYMENTS IN BRAZIL

EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture

Pix continues to gain share within consumer payments in Brazil

Rising fraud concerns among Brazilian credit cardholders, prompting proactive bank campaigns

Biometrics associated with convenience to help C&A co-branded digital credit cards gain traction despite high interest rates

What next for financial cards and payments?

MARKET INDICATORS

Table 11 Number of POS Terminals: Units 2018-2023

Table 12 Number of ATMs: Units 2018-2023

Table 13 Value Lost to Fraud 2018-2023

Table 14 Card Expenditure by Location 2023

Table 15 Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 16 Domestic versus Foreign Spend 2023

MARKET DATA

Table 17 Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 18 Financial Cards by Category: Number of Accounts 2018-2023

Table 19 Financial Cards Transactions by Category: Value 2018-2023

Table 20 □Financial Cards by Category: Number of Transactions 2018-2023

Table 21 □Consumer Payments by Category: Value 2018-2023

|          |                                                                                 |
|----------|---------------------------------------------------------------------------------|
| Table 22 | ☐Consumer Payments by Category: Number of Transactions 2018-2023                |
| Table 23 | ☐M-Commerce by Category: Value 2018-2023                                        |
| Table 24 | ☐M-Commerce by Category: % Value Growth 2018-2023                               |
| Table 25 | ☐Financial Cards: Number of Cards by Issuer 2018-2022                           |
| Table 26 | ☐Financial Cards: Number of Cards by Operator 2018-2022                         |
| Table 27 | ☐Financial Cards: Card Payment Transactions Value by Operator 2018-2022         |
| Table 28 | ☐Financial Cards: Card Payment Transactions Value by Issuer 2018-2022           |
| Table 29 | ☐Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028 |
| Table 30 | ☐Forecast Financial Cards by Category: Number of Accounts 2023-2028             |
| Table 31 | ☐Forecast Financial Cards Transactions by Category: Value 2023-2028             |
| Table 32 | ☐Forecast Financial Cards by Category: Number of Transactions 2023-2028         |
| Table 33 | ☐Forecast Consumer Payments by Category: Value 2023-2028                        |
| Table 34 | ☐Forecast Consumer Payments by Category: Number of Transactions 2023-2028       |
| Table 35 | ☐Forecast M-Commerce by Category: Value 2023-2028                               |
| Table 36 | ☐Forecast M-Commerce by Category: % Value Growth 2023-2028                      |

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SOURCES

Summary 1 Research Sources

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